

Email Industry Benchmarks

Below are averages for various email marketing benchmarks. Compare your metrics to these to see how your emails have been ranking compared to others in your industry.

Industry	Opens	Unsubscribe	Clicks
Apparel	24.99%	0.24%	4.19%
Hair & Beauty	25.59%	0.29%	4.9%
(Non-Labeled) Vapes & Smoking Supplies	21.09%	0.23%	2.61%
Outdoor, Sporting Goods & Fitness	32.49%	0.28%	4.45%
Automobiles (Parts & Accessories)	34.18%	0.49%	5.23%
Food (Specialty)	39.69%	0.28%	4.84%
Supplements (Vitamins)	17.7%	0.27%	0.91%
Jewelry	31%	0.29%	4%